

Key Priority: Partnerships

FOUNDATIONS A 2021 - 2025 STRATEGIC PLAN FOR THE UNIVERSITY OF HOUSTON AT KATY

YEAR	QUARTER	DATE REVISED
2021	1	00/00/21

GOAL #3	INITIATIVE
DEVELOP AND NURTURE KEY COMMUNITY RELATIONSHIPS THROUGH ENGAGEMENT AND OUTREACH ACTIVITIES THROUGH 2025	1. Each year, build relationships and connections with key stakeholders in the greater Katy community

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Conduct a minimum of five visits with businesses identified as relevant to academic programs offered at UH at Katy	AVP Outreach and Community Engagement	Ongoing	Each year UH at Katy will have visited at least five potential community partners	Date:	
Maximize opportunities and marketing offerings of community organizations through speakers' bureaus, panel participations, webinars and media experts	AVP Outreach and Community Engagement	Ongoing	UH at Katy Community Engagement personnel will participate in community organizations' offerings monthly		

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Develop and maintain memberships in key community organizations	AVP Outreach and Community Engagement	Per Annual Due Date	Annual Dues Payment	Memberships with: West Houston Association, Katy EDC, Katy Area Chamber of Commerce, Fulshear-Katy Area Chamber of Commerce	
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GOAL #3	INITIATIVE
DEVELOP AND NURTURE KEY COMMUNITY RELATIONSHIPS THROUGH ENGAGEMENT AND OUTREACH ACTIVITIES THROUGH 2025	By summer 2021, establish an advisory board for UH at Katy

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Identify the key representatives from the Katy community, including public and private sector, economic development councils, chambers of commerce, school districts	Assc. VP, Beth Johnson, Dick Philips	May 2021	Board is seated	Completed	
Conduct four meetings a year	Assc. VP, Beth Johnson, Dick Philips			Completed	

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Review efforts annually thru 2025	Assc. VP, Beth Johnson, Dick Philips	Ongoing			
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GOAL	INITIATIVE
DEVELOP AND NURTURE KEY COMMUNITY RELATIONSHIPS THROUGH ENGAGEMENT AND OUTREACH ACTIVITIES THROUGH 2025	Identify and engage local UH alumni, donors and friends through targeted visits and activities

Action Items	Responsibility	Start/End	Measurement	Progress	Notes
In coordination with, and at the direction of the UH Vice Chancellor for Advancement, attend or create opportunities to further Development efforts in the Katy region	Assc. VP, Beth Johnson, Dick Philips	Fall 2021	Two events a year created		We are in a supportive role
In coordination with, and at the direction of the UH Vice Chancellor for Governmental Relations, identify and form a working relationship with area elected officials	Assc. VP, Beth Johnson, Dick Philips	Fall 2021	Regular meetings scheduled		We are in a supportive role

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In coordination with, and at the direction of the UH President and CEO of the UH Alumni Association, support UH alumni engagement efforts	Assoc. VP, Beth Johnson, Dick Philips	Fall 2021	Regular support of UH Alumni Association for Katy region	Need a listing of where alumni area	We are in a supportive role
Review efforts annually through 2025					

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GOAL	INITIATIVE
DEVELOP AND NURTURE KEY COMMUNITY RELATIONSHIPS THROUGH ENGAGEMENT AND OUTREACH ACTIVITIES THROUGH 2025	Create working group opportunities with UH, UHV, HCC each year

Action Items	Responsibility	Start/End	Measurement	Progress	Notes
Create Instructional Site Working Group from representatives of UH colleges at UH at Katy, UHV and HCC	Assoc. VP, Beth Johnson, Dick Philips	Fall 2021	Work group seated	Currently have regular meetings with these groups.	
Conduct monthly meetings through 2025	Assoc. VP, Beth Johnson, Dick Philips	Ongoing			
Review efforts annually					